

AMERICAN NURSERYMAN

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Chief Exponent of the American Nursery Trade

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39 STATE ST.



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AMERICAN NURSERYMAN ---- August 1, 1933

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. Engravings will be made from photographs at cost.

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L. M. GEMINDER
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,
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WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

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Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

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It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

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National Journal of Commercial Horticulture

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WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVIII

ROCHESTER, N. Y., AUGUST 1, 1933

No. 3

An Electric Bench-Grafting Machine

By Elmer Snyder, Pomologist, Bureau of Plant Industry, U. S. Dept. of Agriculture

Bench-grafting of grape varieties on phylloxera-resistant rootstocks has been practiced in the United States over a period of 40 to 50 years. This method of grafting consists in fitting together a resistant stock cutting or rooted cutting and a scion of one or two buds of the desired fruiting variety. At first the process of cutting the stock and scion was accomplished by hand by the worker. While grafting by hand has continued up to the present time, various machines for making the actual cuts on stock and scion have been developed. An electric saw-type bench-grafting machine (1) for grafting grapes is in operation at the United States Department of Agriculture Experiment Vineyard, near Fresno, Cal.

This electric bench-grafting machine is made up of an electric motor, an assembly of circular saws, a bracket arm supporting

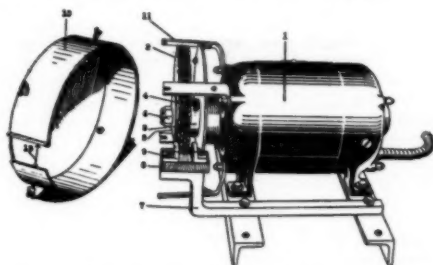


Fig. 1—An Electric Bench-Grafting Machine

a hard-wood block and guides for the grafting material, and a removable guard to protect the operator. The assembled machine is illustrated in perspective in Figure 1 as it appears with the guard removed to show the saws and method of attaching them to the motor shaft.

The electric motor (1 in Fig. 1) is a single phase, 1/2 H. P. ball bearing motor, using a 60 cycle alternating current, 110-220 volts, 8-4 amperes, and developing a speed of 3450 R. P. M. The motor rotates clockwise and should have practically no end play to the shaft.

The saw assembly consists of 4 eight-inch "planer type" circular saws (2 in Figs. 1 and 2) fitted to the motor shaft by an oversized shaft extension (3 in Figs. 1 and 2).

The oversized shaft extension is closely fitted and attached to the motor shaft by two headless set screws (4 in Figs. 1 and 2). Each saw alternates on the shaft with an aluminum disc slightly thicker than the gauge of the saw. The aluminum discs (12 in Fig. 2) are 1 inch less in diameter than the saws making a stop and gauging the tongue and groove of the grafting material 1/8-inch in depth. The saws and discs are held securely in place on the oversized shaft

(1) While the assembly of this machine is the result of personal efforts, the originality of the essential idea of a saw-cut grafting-machine is not claimed. A machine similar in basic design, but differing in the detailed arrangement of parts, is in use at the University of California. The basic design of this machine is covered by European patents but has not been patented in the United States, and is now not subject to patent in this country.

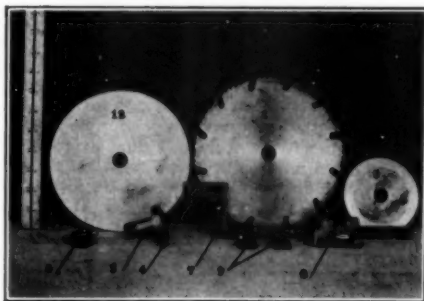


Fig. 2—Parts used in saw assembly and bracket arm attachment

by a flange clamp plate (5 in Figs. 1 and 2) on either side and a lock nut and key (6 in Figs. 1 and 2) at the outer end of the shaft.

A steel bracket arm (7 in Figs. 1 and 2) which is fastened to angle irons supporting the motor, holds a hard wood block (8 in Figs. 1 and 2) which fits between the saws and forms a support for the material to be grafted. Adjustable steel guides (9 in Figs. 1 and 2) are fastened to the wood block to properly guide the stock and scion against the saws. The top of the wood block is at a height somewhat below the level of the center of the motor shaft. When the stock or scion is resting upon the wood block, the center of the saws will practically correspond with the center of the grafting material.

The removable galvanized iron guard (10 in Fig. 1) is held in place over the saws by four bracket arms (11 in Fig. 1). Winged nuts on the guard facilitate the removal of the guard to inspect, tighten, or clean the

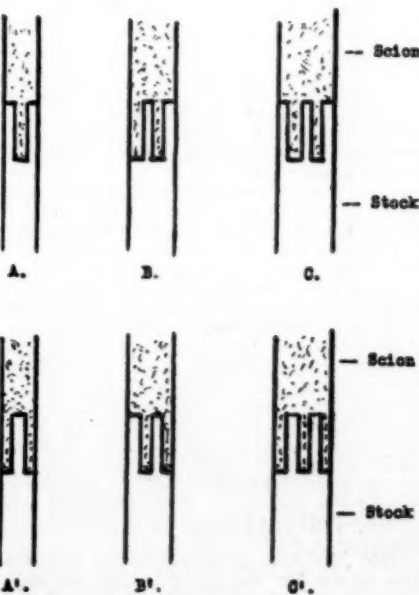


Fig. 3—Showing combination of tongues and grooves

saws. The opening in the guard (13 in Fig. 1) allows the stock or scion to be directed against the saws when the guard is in place on the machine.

In operation each saw removes a groove approximately 1/16 inch wide by 1/8 inch deep, leaving an adjacent tongue 1/8 inch deep but slightly wider than the groove since the metal discs between the saws are slightly thicker than the gauge of the saws. The fact that the tongue is slightly thicker than the groove makes a tight fit when the stock and scion are fitted together by hand.

Various sizes of stocks and scions can be used which make various combinations of tongues and grooves. Some of the various combinations which can be made up by this machine are shown in Figure 3, A, B, and

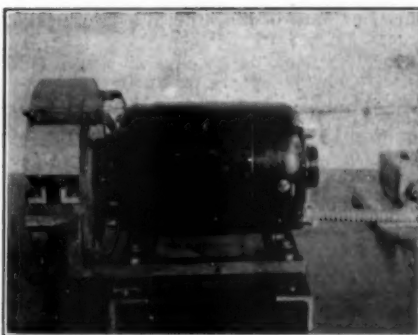


Fig. 4—The Electric Bench-Grafting Machine showing the guard attached as the machine is operated.

C. A', B', and C', Fig. 3, are made by reversing the position of the stock and scion as they are directed against the saws. Grafting material ranging in diameter from 3/16 to 7/16 of an inch can be used in the machine illustrated in Figure 4.

In making the graft the guides are set so that the outer guide is in line with the face of the outer saw. The inner guide is set so that the space between the face of the inner saw and the face of the guide is equal to the space between the saws. The stock is directed against the saws along the inner guide, then the scion is directed along the outer guide. The stock and scion are then fitted together by the worker or a helper. The larger sizes of stock and scion are held securely without any tying. The smaller sizes can be held in place by various tying material to protect the graft during the future handling until they are placed in the Nursery row. Similar callusing procedure can be followed as practiced with other hand grafted material.

Grafts have been made on this machine with more than fifty vinifera varieties and a smaller number of stocks. A few American native grape varieties have also been used as scions. These grafts are growing and appear as satisfactory as similar grafts made by hand. The speed at which the grafts can be made and the uniformity of the cut surfaces is a distinct advantage of this machine.

The rate at which grafts can be made on
(Continued on page 34)

Marketing Agreement Adopted by A. A. N.

Lively Sessions of National Association Cover Important Topics of the Day—Much Progress Made Under "New Deal" Legislation

THE fifty-eighth convention of the A. A. N. was officially opened at 10 a. m. on Tuesday, July 17 at the Hotel Stevens, Chicago, with a fair registration at the opening session. Reverend Benjamin E. Chapman, Harvard, Ill., who has opened meetings of the Illinois State Nurserymen's Association for the past 10 or 12 years, gave the invocation. Captain John W. Gorby, of the Chicago Chamber of Commerce welcomed the A. A. N. delegates to Chicago and the World's Fair. Four hundred and twenty-four acres have been devoted to the Fair Grounds, with a total expenditure of \$22,000,000, "all for your entertainment" Captain Gorby told the convention attendants. It is estimated that 125,000 people visit the Fair daily and that this number will be increased to 300,000 during the closing days of the Fair. Two important features of the Fair are that it opened five days ahead of schedule and that it was all privately financed. "The landscaping of the Fair Grounds," said Capt. Gorby, "was necessarily left to the last week or two and then it had to be done in the midst of the worst rain storms in years. In many instances seeds were washed out as fast as they were put in. It took a lot of sodding so that the Fair Grounds would be in satisfactory shape and could be opened at the appointed time. The Horticultural Group covers five acres of gardens and will prove of much interest to all of you Nurserymen."

Donald Wyman, Massachusetts, made the response with a brief address accepting the courtesies extended by the city of Chicago through Capt. Gorby.

President Paul Stark delivered a very fine address, which appears on another page of this issue. In his address he stressed the importance and the necessity of cooperation within the ranks of the Nursery industry. Mr. Stark said that the members should get together and talk over fully and freely immediate problems confronting the industry, so that something can actually be accomplished. "We should all cooperate and work more closely together," said President Stark. "We should not think of ourselves as competitors with each other, but as competing with other industries. It is up to us to maintain our business on a high level and develop it so that we can be of the utmost service to the American people."

Vice-president Lester C. Lovett appointed Miles Bryant, Paul Fortmiller and Henry Chase is a committee of three to act on the recommendations in the president's address.

Secretary Sizemore in his report showed total collections for the fiscal year of \$23,617.39, total disbursements \$19,047.00, leaving a cash balance on hand of \$4569.65, which amount with bonds held by the association was increased to \$6069. During the year just closed \$25,810 was collected for the membership. There were six cases handled by the vigilance committee, all of which have been settled except one, settlement of which is in sight.

Secretary Sizemore's splendid report of accomplishments in the matter of express and freight rates appears in another column. He has worked diligently and constantly for the Nurserymen's interests along this line. The savings he has procured for the trade are not yet fully realized or appreciated by the rank and file of the industry. Mr. La Tourette being in the assembly hall, was called upon by Secretary Sizemore to say a few words to the membership. Nurserymen will recall that Mr. La Tourette played a very important part in last year's fight by the American Association against the proposed increase of rates. Mr. La Tourette praised the manner in which the A. A. N. had gone about the matter of freight and express rate complaint and said that the association had left a good impression with railroad authorities and had made friends of them; a spirit of cooperation prevailing with no antagonism whatsoever. This situ-



LESTER C. LOVETT, Little Silver, N. J.
Newly Elected President of the A. A. N.

ation would be of untold value in future dealings with the railroad authorities.

President Stark called for a rising vote of thanks for Secretary Sizemore, for his marvelous accomplishments in the freight and express rate situation. Just as the assembly arose, Mr. Sizemore stood up also to receive a message from a hotel page, so the action was absolutely unanimous. But Secretary Sizemore does deserve the hearty thanks of every Nurseryman in the United States.

W. G. McKay, H. S. Chard and Harold Welch were then appointed by the chair as a committee to audit the treasurer's report.

The New Deal

A. A. N. Attorney M. Q. Macdonald was next on the program with the opening address on How the New Deal Affects the Nursery industry. He emphasized the fact that the Recovery Act is only part of the New Deal and that the policy to follow is to "make haste slowly." "Available business under the New Deal will go to the other fellow if you don't go after it," said Mr. Macdonald.

"Just what the future holds for us," Mr. Macdonald continued, "no one can say. I am certain of but one thing—that we are at the beginning of an economic revolution. We are sailing over uncharted seas. We do not know just when or where we will make land. We should not be disheartened by delays nor led astray by a mirage. We should counsel together as often as need be, and then follow our course carefully and prudently."

"We have been so wrapped up in the newspaper publicity given the Industries Recovery Act that many of us begin to think that it was the new deal instead of a part of it. The new deal, so far as I have been able to interpret it, is merely this—we can't sell unless there is someone to buy; the unemployed and underpaid cannot buy; we must provide either charity or wages; the vast majority want work and wages; and when we pay wages we get something for our money. The whole thing simmers down to a means for creating buying power. If that is done, you are on an upward spiral."

"Take into consideration the road construction program, which this year will reach into practically every county in the United States. This will represent an expenditure of \$400,000,000 in one year, 80 to 90% of which finds its way, directly or indirectly, into wages. The Nursery industry has been unable, so far, to get very far with roadside planting—more's the pity. It must receive its benefit from the road construction program indirectly. It must trail those \$400,000,000 dollars to their lairs and sell some goods the same as other industries will do."

"How the New Deal will affect Nurserymen is not for me to say. That depends solely on how they play the game. I, for one, have confidence in them."

L. M. Jones, Virginia—"Roadside planting plans look promising if Nurserymen will go after the work. We are getting it in Virginia, and there is no reason why other states should not get their share."

President Stark—"I believe that the regional and state associations should appoint committees to handle this particular work in their own state or section. Try to get some of the money available into the Nursery industry."

L. M. Jones—"The width of the roads is another matter. We don't know how wide our roads will need to be twenty years from today. In our state the road commissions will plant and care for 50 feet on each side of the road. Then if that section is ever needed, it will pay the public for their land when it is wanted."

President Stark—"The American Green Cross is working on this same subject. It has suggested to President Roosevelt and to U. S. Congressmen the desirability of a nation-wide beautification program as part of a public works program. State associations must work along the same lines."

Production and Price Problems

At the Wednesday morning session President Stark introduced the "mystery speaker," who had been listed on the program as a nationally-known authority who would speak on "The Control of Production and the Price Problem"—W. R. Wright, mining engineer and Chicago representative of Ford, Bacon & Davis, largest independent industrial engineers in the United States and probably in the world. President Stark told Mr. Wright that the Nurserymen wanted to know what they could do to get their industry back on a profitable basis. Mr. Wright prefaced his address by quoting a principal that had been laid down for another industry and which could readily be applied to the Nursery business:—"The thing to do now is to get back on solid ground and build again for a longer period of prosperity."

"There are two things fundamentally wrong in your business," said Mr. Wright. "First, there is an absolute lack of production control with the resultant enormous surplus of stock which has demoralized the market and price cutting has been resorted to. Devise a plan, possibly with Federal aid, whereby you are enabled to set up some form of production control."

"Second, as salesmen, I really believe you could be classed as Class A farmers, or possibly Class C. Your attention has been too much focused on production of your stock. The smart business man puts those problems in the hands of competent foremen and devotes his time to getting out and making contacts for the marketing of his products. Another thing that has developed has been the practice of selling on consignment. This is an unsound and vicious practice. Consignment sales are the surest way we know of to ruin. Your association should put an absolutely firm foot down against it."

"Those two things appear to be the fundamental weaknesses in the Nursery industry's

Why Business Ethics?

Said President C. H. Andrews, Minnesota Nurserymen's Association:

"One of the ways in which we can cooperate to advantage is in the establishment of standard grades for plant materials and a standard of service that goes with it, conducting our work according to business ethics."

"All this tends to eliminate friction in our relations with each other and to create confidence on the part of the public in Nurserymen and the Nursery business."

Official Word From Washington

Three of the members of the Planning Committee, Paul Stark, Don Wyman and Paul Fortmiller, met in Washington, D. C., on July 24 to confer with federal authorities in regard to the tentative Code adopted by the American Association of Nurserymen at its Chicago convention. Wayne C. Taylor, who is executive assistant to the Administrator, wrote a letter to the A. A. N. National Planning Committee, which read as follows:

"I have communicated with the National Recovery Administration and reached an agreement whereby your industry will come under the jurisdiction of the Agricultural Adjustment Administration."

This communication clears up the doubt in the minds of some convention attendants as to whether the Nursery trade's Code would come under the jurisdiction of the Agricultural Adjustment Administration or the Industries Recovery Administration.

"We also received," says Paul Fortmiller, "information in response to questions as to what could be included in our **MARKETING AGREEMENT** (by which name the Code is to be called) under agriculture. Practically our entire set-up as adopted in Chicago can be included. In addition to that we received assurance that we had the police back of it. That is to say if the Nursery industry itself cannot enforce the Agreement, the Department of Agriculture can and will."

The Government wishes each industry to take care of itself. In case that cannot be done, the Department of Agriculture has the power to handle the situation by license and will not hesitate to license if necessary.

make-up. Get together, set up a Code and enter into agreements and start again under a New Deal. You can do many things under the new order that you could not do under the old order without landing you in Atlanta or Leavenworth. Take advantage of that fact. A better day is at hand when Nurserymen will be able to accomplish collectively things they have not been able to do heretofore.

"The Agricultural Adjustment Act and the Industries Recovery Act are gradually composing themselves into almost one thing so that the principles that underlie the one underlie the other. There is nothing complicating in the whole situation. These two acts are practically the same from the standpoint of underlying principles."

E. C. Hilborn—I would like to ask Mr. Wright a question. How far can trade associations go safely without fear of breaking into trouble with the old Sherman Anti-Trust Law? Suppose a state or regional organization goes over their costs of growing Nursery stock, the costs of doing business, etc., and decide upon what they call a basic cost list as a guide to a price list. Certain members have feared in the past that they would be interfering with the Sherman Anti-Trust Law. I would like to know how far they can go in the forming of a basic price list.

Mr. Wright—The deciding upon a cost list is absolutely possible provided that it is representative of the industry and not simply a group who would like to have things set up in that way. The industry, after it has established itself on a truly representative basis (this is absolutely essential, and your organization is not truly representative) will be permitted to do exactly the thing that you have specified and submit that schedule as a part of their code and program to the Administrator in Washington. He then schedules a public hearing at which the government is represented, your industry would be represented, labor would probably be represented and the consumer (your customers) may be represented. If, as a result of this hearing, everything is in good shape, the Code is then sent directly to the President. He personally looks it all over, decides whether it is fundamentally sound, indorses it; then that becomes the law regarding your industry.

If the old price cutting racket is resorted to by some Nurseryman after the trade code

Marketing Agreement Code Adopted by A. A. N.

Trade agreements to be filed under the Agricultural Adjustment Act were adopted by the convention of American Association of Nurserymen at Chicago, July 20. A National Planning Committee elected by the Regional Affiliated Nursery Organizations was approved by the convention. This Committee plans to reach every member of the industry through the Chairman of five Regional Groups covering the entire country. These groups are:

Eastern Region: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, Virginia, West Virginia, District of Columbia, Pennsylvania and Ohio.

Central Region: Indiana, Michigan, Wisconsin, Minnesota, Illinois, Missouri, Iowa, Nebraska, Kansas, North Dakota and South Dakota.

Southern Region: North Carolina, South Carolina, Georgia, Alabama, Florida, Mississippi, Tennessee and Kentucky.

Southwestern Region: Louisiana, Texas, Oklahoma and Arkansas.

Pacific and Mountain Region: Washington, Oregon, California, Arizona, Nevada, Utah, New Mexico, Idaho, Montana, Wyoming and Colorado.

The Agreements Adopted by the Convention are as Follows:

1—**Production Curtailment:** That during the fall of 1933 and Spring of 1934 (combined) 25% less plants be propagated and planted than the average of the yearly planting in the Fall and Spring seasons of the years 1930-1931, 1931-1932 and 1932-1933. Curtailment of propagation and planting for the season 1934-1935 shall be subject to determination in the light of statistics of production and distribution compiled as hereafter provided:

2—**Consignment Selling:**—No Nurseryman shall directly or indirectly sell stock on consignment.

3—**Horticultural Standards:**—Grading Standards adopted by the American Association of Nurserymen at the conventions of 1923, 1928, 1930, and 1931 shall be adopted.

4—**Terms of Sale:**—Terms of Sale shall conspicuously appear on all published price lists, special quotations, acknowledgments of orders and invoices.

a—Wholesale terms of sale shall not exceed sixty days net, with cash discount of two percent for payment within ten days from date of invoice and shipment, or one percent thirty days. Payment shall be defined as payment by cash or current check.

b—Invoices covering stocks shipped in late Fall or Winter months for Spring use may be dated not later than April 1st.

c—Interest at the rate of six per cent per annum shall be charged on accounts from date of maturity.

d—Retail terms of sale shall not exceed thirty days net.

e—Consumers of any class shall not be quoted wholesale prices. Consumers are those who buy Nursery stock but do not resell.

f—The payment or allowance to any customer of secret rebates, credits, or unearned discounts, whether in the form of money or otherwise, is prohibited.

5—**Competitive Nursery Stock:**—The trade shall not handle Nursery stock produced by any tax-supported or tax-exempt institutions or organizations, such as state or municipal departments or parks; or by consumers' Nurseries.

6—**Nursery Trade Statistics:**—The convention regarded the frequent and systematic gathering and dissemination of statistical information concerning past transactions with reference to the production, distribution, and marketing of its products as vital to the existence of the Nursery industry. It urgently recommended the establishment of an agency for gathering and publishing such statistics, and further recommended that the signers of any trade agreement filed under the Agricultural Adjustment Act agree to furnish such information to such agency as may be designated.

7—**Credit Information:**—Some method of collecting credit information was also considered of vital importance to the Nursery trade and its members were urgently recommended to make use of established credit organizations or establish their own credit agency.

The personnel of the Nurserymen's National Planning Committee is: Clarence Siebenthaler, Chairman, Dayton, Ohio; Donald Wyman, North Abington, Mass.; Henry Chase, Chase, Alabama; Paul Fortmiller, Newark, N. Y., and Paul C. Stark, Louisiana, Missouri.

has been accepted, a complaint is filed immediately with the Federal Administrator and the Nurseryman is immediately called before the Federal Administrator at Washington, or a district administrator, and if he is found guilty he is fined a certain amount of money for each day he has been conducting his business on the price cutting basis, and the fine is severe enough to cause him to remember the occasion another time. However, if this does not solve the problem, the government can control such matters, if it is found necessary, by a license arrangement. Then if a Nurseryman violates the code after that, his license is taken away and he can no longer do business."

Cooperation Necessary

Miles W. Bryant spoke on the subject "The Necessity for United Effort in the Nursery Business." Mr. Bryant emphasized the fact that "competition for the consumer's dollar does not lie within the industry but among the competing industries." "The Nursery business today," said Mr. Bryant, "is engaged in one of the most disastrous cases of cut-throat business in the history of the industry. We all of us recognize the law of marginal demand, but it is a fact that below a certain level, price cutting does not increase demand; below that level you are merely taking business away from a fellow Nurseryman and the problem of surplus still remains. No industry can continue to sell its goods for any extended period at the cut-throat prices of today and survive. Unfortunately, the Nurseryman is an individual-

ist and cooperation is pretty hard for us to grasp, but just that one fact makes the effort to cooperate doubly important and practically incumbent upon the industry.

"In the old days the retailer figured he was paying too much to the wholesaler. The Market Development Campaign started just about that time. It pushed the idea along. Everyone in the country started to grow the stock he needed. Along came decreasing demand in every line just as the Nursery industry was finding itself over-produced in any event. Shortages actually turned into surpluses; the man he expected to sell his surplus to had surpluses of his own. Price is dependent upon supply and demand. Retail Nurserymen themselves tried to turn their stock into wholesale channels and found them blocked; then they tried to trade it off but that did nothing to do away with surplus. Similarly the wholesaler in the beginning was having a profitable sale for his product. The wholesaler increased his plantings also and came into the market with a large block of stock only to find his regular retail outlets gone. He looked for new outlets. Some of the outlets developed have hurt the industry but at the same time he has been getting the stock to the consumer. Witness immense quantities of Nursery stock handled by department stores; also that sold to cemeteries, landscape architects, park authorities, etc. But worse than that selling to retail but at wholesale prices, in order to move his surplus stock. There is (Continued on next page)

A. A. N. Convention a Red Letter Event

no question but that our only way out is through united, whole-hearted cooperation to regulate our industry and alleviate our own troubles.

"Right here I just want to quote a few lines from the address delivered at last year's convention by John Watson regarding the existence of surplus crops. Mr. Watson says: 'It is a fact as important as it is obvious. And there is a reason for it, of course. It is because agriculture has always been without regulation. That is, it has been left to regulate itself. It has done that. The hair of the dog has been the cure for its bite. Surplus has compelled reduction, and in the recovery and readjustment of agriculture, the cost has been enormous.'"

"That is a most significant statement!"

"Usually there is a very definite distinction between the producer and the distributor. In the Nursery industry the distributors really are the dealers or the department stores. The so-called retailer in the Nursery business is not a retailer at all in the industrial sense, but a producer. Therefore he does not afford a real outlet for the wholesaler.

"We are to have presented here this morning a code of fair trade practices. The biggest calamity that could come to this industry today would be that we could not adopt such a code, or that we should adopt a code that would benefit one section of the industry more than some other. If there is anyone who is entirely satisfied with any code that may finally be adopted, I shall be much surprised. There will necessarily be some points that we all shall not be able to agree upon. We cannot possibly write this code so that it will lift this business in one step from the position in which it is today to the level where we would like to have it. We cannot possibly put everything into that code that everyone would like to have there. Regional codes may easily represent various sections to greater satisfaction. Some of the things we wanted in that code would have been considered rank socialism 10 or 15 years ago. I was disappointed because some of the things I thought should be included in that code have not been included, but I can see clearly now that they should not have been included. The Illinois State Association of Dyers and Cleaners, which is meeting in this hotel now, in trying to work out a code for their industry found that their membership was insistent on putting into a code the things that might apply to one section more than to another. The A. A. N. special committee has done a lot of arguing; some of the things I wanted in that code I have been argued out of, and I can see now that we must consider this whole subject from the standpoint of what is best for the common good.

"Our interests actually do lie together in this code. A code cannot be effective unless and until the largest part of the industry is favorable to it. If we insist on an unfair advantage, the whole subject of a code may easily be defeated. If we don't write a code, it is going to be bad; and if we do write a code and we go out of here with the idea that we are not going to work for that code and not cooperate with it, it will be worse than if we have no code at all."

Code of Fair Trade Practices

Attorney M. Q. Macdonald reported the conclusions of the special Committee on new legislation on Government Control. These conclusions in the form of a tentative code (which is still tentative, pending approval by the majority in the Nursery industry) after thorough discussion of the various features, were approved by the A. A. N. convention. The tentative Code of Fair Trade Practices, as approved by the A. A. N. convention, appears in another column.

The members of the special committee which drew up this tentative code were: Henry Chase, Chase, Ala.; H. S. Chard, Painesville, Ohio; Miles Bryant, Princeton, Ill.; Donald D. Wyman, North Abington, Mass.; Paul V. Fortmiller, Newark, N. Y.; Clarence Siebenthaler, Dayton, Ohio; George Marshall, Arlington, Neb.; John M. Carey, Rochester, N. Y.; and J. Howes Humphreys, Chestnut Hill, Pa., representing the Eastern Nurserymen's Association.

Plant Quarantines

Hon. Lee A. Strong, Chief of the Bureau of Plant Quarantine, Washington, D. C., opened the last day's session with an address on the subject of "Quarantines." Mr. Strong said in part: "I have pointed out from time to time at meetings of Nurserymen and quarantine officials and others that in my judgment a Nurseryman or other person should always be permitted to ship plant products that are known to be free of pests. On the other hand, no one has the right to ship infested plants nor should he object to reasonable restrictions to prevent the movement of plant products likely to carry infestation. Any uninfested area is



MILES W. BRYANT, Princeton, Ill.
Elected Vice-President A. A. N.

the invasion of pests as can be given by the duly constituted legal authority.

"A Federal quarantine on account of a particular pest may be removed for any one of a number of reasons. If such removal comes on suddenly and without warning, uninfested states are almost sure to use the only means they have of preventing the entry of injurious pests and employ the embargo type of quarantine with the inevitable disturbance of business. In order to avoid this and to enable the freest possible movement of clean plant products, it is my belief that financial provision should always be made when a Federal quarantine is removed for the Bureau of Plant Quarantine to cooperate with the states in the enforcement of a regulatory type of quarantine rather than an embargo type, and to inspect and certify products into uninfested areas when such products are eligible to move by reason of freedom from pests. This has been done in a measure with the removal of the Federal domestic European corn borer quarantine and also in the removal of the Federal quarantine on account of phony peach diseases."

Roadside Improvement

Mr. Hobbs presenting his report of the subject of Roadside Improvement stressed the fact that there was quite a bit of money available for this purpose, and urged that Nurserymen make special effort to get their share of it. It was pointed out more than once that the old term roadside beautification should not be used; but that the broader term Roadside Improvement should be employed, as affecting more favorable consideration of the subject when presented by Nurserymen. This broader term at once conveys the inclusion of removal of obnoxious billboards, roadside stands, etc., as well as planning for planting. The federal appropriation, under the new legislation, for roadside work, is available to the states only and each state has to work out its own problems. "There will be a state administrator for distribution of this money," said Mr. Hobbs, "and the Nurserymen have a chance to get their share of it."

It was suggested that the Nurserymen interest members of Garden Clubs, Kiwanis, Rotary, Lions, Women's Clubs, Civic Clubs, and others, in the formation of a council, the Nurserymen themselves staying in the background. Then an executive committee of, say, five members be elected from the council, this committee to contact with high-

way commissioners on up to the Governor of the state. Progress along this line has already been made to noticeable extent in the states of Massachusetts, Virginia and Michigan.

Harlan P. Kelsey, East Boxford, Mass., told of the roadside improvement work being done in his state, at the same time warning the Nurserymen to see that their states did not make the same error Massachusetts made in the beginning. Massachusetts started right in by cutting down all the beautiful native trees and shrubbery and planting pines and other trees, which in a few years will obstruct the view and which in turn will have to be cut down. "In the western part of the state, however," said Mr. Kelsey, "they are planting Mountain Laurels. And the result is perfectly magnificent."

"Get special plants for special roads, plant the state flower, beautify by utilizing native trees and shrubbery where placed advantageously along the roadsides" were some of the pointers given by Mr. Kelsey.

Mr. Frissel, president of the Michigan Nurserymen's Association, told of the formation in his state, as a result of activity on the part of his association, of the Michigan Council for Roadside Improvement, composed of members of Federated Garden Clubs, Women's Clubs, Civic Clubs, State Highway Department officials, etc. The Nurserymen stay in the background and find that they can accomplish greater results, and more quickly, in that way. It does away with the commercial aspect in the Council. Mr. Frissel said: "In our appeal (through the Council) for state and federal moneys, we used the argument that it was an investment in American labor, in American beauty and in the American tourist trade."

L. M. Jones, speaking of the progress made in Virginia, said that his state Nursery association went to the highway commissioners and on up to the Governor with their demand for business and their share of the moneys appropriated for roadside work. He said they are getting fine team work from all the authorities. They have gentlemen's agreements that the highway commissioners will keep away from collected stock and state-grown Nursery stock. Mr. Jones asserted that business in this field is staring the Nurseryman in the face; all he need to do is to go out and get it.

Advertising Report

Paul Fortmiller in his report as chairman of the advertising committee discussed thoroughly the fine publicity work that is being carried on under the organization of the American Green Cross. This report is so complete and of such vital interest to Nurserymen everywhere that we are reprinting it in another column under the heading American Green Cross.

Mr. Fortmiller, in his report, quoted paragraphs from an article appearing in a recent issue of Advertising & Selling Magazine which pointed out the trend that advertising would take under the Industries Recovery Act. This quotation, of paramount interest at this time, reads:

"I expect a quick growth in association advertising . . . With competition within an industry, placed on a sane footing, individual industries will be able to wage a more energetic battle for the consumer's dollar. This implies greater competition between industries, as differentiated from competition between individuals within a single field. This again emphasizes the growing importance that association advertising will assume in the new order of things. It also emphasizes the need for a broad viewpoint in preparing association advertising."

State Nurseries, Reforestation

This subject, one of the prominent Nursery trade leaders attending the A. A. N. convention asserted, will be uppermost in the minds of the trade for the next three years. Pennsylvania has been up in arms for some time over the unfairness which has been brought about by activities under application of the Clarke-McNary Act in that state. Some examples of gross unfairness were cited, and have been at past con-

(Continued on page 38)

Freight and Express Rate Situation

As Reported by Secretary Charles Sizemore, at A. A. N. Convention

You will recall at the last convention we advised that the Consolidated Freight Classification was going to advance the rates on Nursery stock shipments from about 45% to 125%, and that the new Consolidated Classification showing these advances would take effect on September 20th, 1932, which it did. We further stated that fifteen days before the new rates went into effect we would file a complaint with the Interstate Commerce Commission requesting a suspension of these rates, which was done but, to our surprise and also the surprise of some of our railroad traffic friends, the Commission declined to grant any suspension whatever but stated their decision did not prevent us from filing a formal complaint.

It would have taken from one to three years to fight it through, as the Commission is way behind on such matters and we knew from past experiences what a delay was likely to be encountered and the new rates would have been in effect all of that time. As a better way to handle it, and in the interests of the Nurserymen, we commenced to secure exceptions to these new rates in the Classification and also special commodity rates with the result that the following has been accomplished.

The rating in the old Classification was Class "B" or 7th class in the Western Classification Territory; namely, all of the territory west of the Mississippi River. We took up with the railroads in the Southwestern Territory and secured Column 32½, which is exactly the same as the old Class "B" rating. The Southwestern Territory includes Arkansas, Oklahoma, Texas, Louisiana, west of the Mississippi River, and parts of New Mexico; that is, stations on the Colorado & Southern Railway.

Column 32½ has also been secured from Southern Territory to Southwestern Territory. The Southern Territory includes Alabama, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Louisiana, east of the Mississippi River, and parts of Virginia and West Virginia.

Also, Column 32½ has been secured from Southwestern Territory to parts of Kansas and Missouri.

The old carload rating in Southern Territory was 4th class, minimum 16,000 lbs., and we secured 5th class between points in that territory with the same minimum. That is quite a reduction over the old rating.

We also secured Column 40 from Southwestern Territory to Eastern Territory and Eastern Territory is generally known as all of the territory east of the Mississippi River and north of the Ohio River.

Further, Column 40 was secured from Southwestern Territory to Southern Territory.

Column 40 was also secured between Western Trunk Line Territory and Official Territory and the Western Trunk Line Territory comprises the states of Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, Missouri, north of Missouri River, Michigan, Stations in Upper Peninsula, and parts of Indiana. This reduction was just secured before leaving for the convention.

The old rating on Trees, Shrubs or Vines, roots balled in earth as dug for Nursery, ball and securely sewed or tied or in boxes or crates, less than carload was second class all over the country. We secured third class which is a 15% reduction.

The old rating on Trees, shrubs or Vines, other than balled in earth, in bales or bundles completely wrapped was first class all over the country. We secured second class which is a 15% reduction.

In Official Classification Territory Trees, Shrubs or Vines balled in earth, Carload 20,000 lbs., the old rating was Column 50 which is the old 4th class rating. We were successful in securing Column 45 which is 5% less than the old 4th class rating or 10% less than Rule 26 which rate showed up in the new Classification.

In Official Classification Territory Trees, Shrubs or Vines other than balled in earth, Carload 20,000 lbs., the old rating was Rule 26 or Column 55. We were successful in securing Column 45 which is a reduction of 10% over the old rate. Example: St. Louis to Rochester, Trees, Carload, Rule 26, Rate 83c—Column 45, Rate 68c—Reduction of 15c.

The carload rates on trees in the new Classification from Texas points to St. Louis, East St. Louis, Kansas City and Cincinnati, average \$1.08 per 100 lbs. We were successful in securing a special commodity rate from Texas points to St. Louis, East St. Louis, and Kansas City of 47½c per 100 lbs. weight which is lower than any carload rate in existence before. Also, we were successful in securing from Texas points to Cincinnati a commodity rate of 70½c whereas the rate in the new Classification was \$1.29.

We were further successful in securing a special commodity rate from Hogshead, Georgia, to Cincinnati of 52½c. The old rate was 88c.

From Concord, Georgia, to Cincinnati we secured a 53½c rate as against the old rate of 90c.

The old Classification contained fifty (50) descriptions on Nursery stock and classified them dormant and not dormant. The new Classification contains only twenty (20) descriptions and simply reads **Nursery Stock**, we having eliminated the dormant and not dormant requirements.

We have also secured uniform descriptions on Nursery stock in Commodity Rate Tariffs.

We secured a commodity rate from Shenandoah, Iowa, to Chicago, Ill. of 44c as against the old rate of 51c. Also, from Shenandoah, Iowa, to St. Louis we secured a commodity rate of 40c as against the old rate of 46c.

We further secured a commodity rate from Semmes, Alabama, to Shenandoah, Iowa, of 97c.

Illinois Freight Association Tariff No. 15-A applies from about 4400 points in the States of Illinois, Indiana, Iowa, Missouri and Wisconsin to about 18,000 points in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia and this Tariff 15-A is governed by the Southern Classification, therefore, 5th class

rating governs instead of the old 4th class rating.

Eastern Trunk Line Bureau Tariffs show rates between New England states, also Atlantic Seaboard states to points in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia, and these tariffs are also governed by the Southern Classification which means that the rates between the points mentioned are now 5th class instead of the old 4th class rating.

We are now trying to secure an 8th class rating on balled Nursery stock, in carload, 20,000 minimum, in all three freight classifications; we expect this to come up in October. In fact, that is the earliest docket on which we can get the subject listed.

We are also continuing our campaign for specific rates between all important points of production and consumption.

The above will give you a brief outline of what we have accomplished in freight rates; that is, nullifying the radical increases in the new Classification and, taken as a whole, up to the present time, we believe all over the country the rates that we have secured would average lower than the average rates in the old Classification.

Express Rates

We believe our greatest success however this year is in restoring the old second class rating on Nursery stock shipments by express, which rate took effect June 15th, this year.

For your information, desire to advise that in 1915 when the Express Companies adopted the zone system of rates, Nursery stock was classified at second class rating and remained that way until 1921 and, at that time, as all the express companies had been consolidated into the Railway Express Agency, making one company, the second class rating was changed to first class where it remained in effect until this year although several strenuous efforts before the Commission were made to restore the old second class rating but without success; the Commission ruling that Nursery stock shipments were not articles of food and drink, which articles took a second class rating.

However, we have kept in contact by letter and personal interviews with the Express Officials in New York City and St. Louis with the endeavor to have the old second class rate restored with the result announced just above.

We had advice nearly eight months ago from Mr. Geo. S. Lee, the Vice-President in Charge of Traffic of the Railway Express Agency, Inc., New York City, that they were going to restore this old rating and try it out for a year, which we agreed to but when the supplement to the Express Classification was issued to take effect June 15th it did not show any time limit or that the rate would automatically be cancelled in twelve months, which they quite often do, therefore, if they decide to continue the second class rating in effect after June 15th, 1934 no effort or petition will be required, as the supplement takes care of that. This is much better for the Nurserymen than if the express company had put a time limit of a year on it, in which case we would have had to fight it all out again.

(Continued on page 33)

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Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., AUGUST 1, 1933

Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

The Mirror of the Trade

Nursery Trade's "Marketing Agreement"

Last month's A. A. N. Convention, which has already been dubbed the Century's Progress Convention, made history. It will go down in the records as a Red Letter Day for the entire Nursery Trade.

The main theme of the convention, of course, was careful consideration and plans for concerted action under the "New Deal" legislation of President Roosevelt's administration.

The paramount feature of interest was the adoption of a tentative Marketing Agreement, meaning by "tentative," approved by the A. A. N. Convention and now subject to approval of members of the Nursery industry.

The A. A. N. National Planning Committee has already procured preliminary information from Washington Administration authorities to the effect that the Marketing Agreement Code as it has been drafted would undoubtedly secure the approval of the Government. (See "Official Word From Washington," at page 29.)

It is expected that as soon as the Code is approved by the Nursery industry generally that it will be presented to the A. A. N. (Agricultural Adjustment Administration) for their O. K. and then forwarded to President Roosevelt for his indorsement, after which indorsement it becomes a law for the entire Nursery Industry.

The American Association's National Planning Committee is desirous of hearing from all Nurserymen throughout the country. Write your approval or suggestions to that member of the Planning Committee who is nearest you. These members are listed in the last paragraph of boxed matter on page 29.

But bear this point in mind—and it has been stressed over and over again, not only by the Special Committee which drafted the Marketing Agreement Code, but previously and often by the Recovery Administration itself—a Code must be so drafted as to cover the best interests of an industry as a whole. If it should contain features that would favor one section more than another, the whole plan is defeated.

Miles Bryant, who was a member of the Special Committee which drafted the Code, very clearly and emphatically covered this subject on the convention floor. Mr. Bryant said:

"The biggest calamity that could come to this industry today would be that we could not adopt such a code; or that we should adopt a code that would benefit one section of the industry more than some other. If there is anyone who is entirely satisfied with any code that may finally be adopted, I shall be much surprised. There will necessarily be some points that we all shall not be able to agree upon. We cannot possibly write this code so that it will lift this business in one step from the position in which it is today to the level where we would like to have it. We cannot possibly put everything into that code that every one would like to have there. I was disappointed because some of the things I thought should be included in that code have not been included, but I can see clearly now that they should not have been included. I can see that we must consider this whole subject from the standpoint of what is best for the common good.

"Our interests actually do lie together in this code. A code cannot be effective unless and until the largest part of the industry is favorable to it. If we insist on an unfair

advantage, the whole subject of a code may easily be defeated. If we don't write a code, it is going to be bad; and if we do write a code and we go out of here with the idea that we are not going to work for that code and not cooperate with it, it will be worse than if we had no code at all."

A code has been written; that is good.

It is now up to all of you in the Nursery trade to study this Code; to consider its provisions carefully and fully and with the best interests of the industry at large, in mind; to indicate to the National Planning Committee, preferably in writing, your approval of this Marketing Agreement Code; for upon inquiry it has been learned that "if a trade association cannot agree on a code, the President may prescribe one for it."

What is your opinion on this matter? Make it known now, because after a code has been approved or imposed on an industry or trade group it becomes a standard of fair competition therein and law merchant for the concerns it covers. Violation of the Code's Agreements thereafter are subject to prosecution by law.

The government wishes each industry to take care of itself. But in the event that that cannot be done, the Government has the power to handle the situation by license. And if, after licensing, trade members continue to violate their industry's code, the licenses of such recalcitrants are subject to cancellation and such members cease to be in business.

We extend to all readers of this journal, as we have always done in the past, an invitation to use the columns of the American Nurseryman in making public their expressions of opinion on this and other trade topics.

Park Rose Nursery, 10815 N. E. Sandy Blvd., Portland, Ore., Max Horand, Proprietor, makes a specialty of rock garden and lily pond work, in addition to handling a fine line of evergreen shrubs.

Hans Von Hofgaarden, proprietor of Mira Mar Nursery, Long Beach, Cal., sailed June 10 on his fifth trip to Germany, his native land. Mr. Von Hofgaarden has been engaged in the Nursery business for twenty-six years.

Riverside Nursery, Berne, Ind., secured the contract to sod and plant the grounds surrounding the new post office and federal building at Fort Wayne. The bid, for \$1974, calls for completion of the work in 180 days.

Hensen & Allen, an old established firm in the Nursery business, are now located in Westminster, Cal.

An Opportunity

THE annual conventions of the United States Chamber of Commerce have come to play an important part in the molding of national industrial policies. American business has become interdependent in its various branches. The United States Chamber of Commerce has been one of the most important influences in the welding together of American business so that it shall function as an interrelated whole. Its annual convention has given American business men an opportunity to consider great problems as they affect the group, and to work toward their solution through a combination of minds.

—Washington Post.

The American Green Cross

At the convention last year the consensus of opinion seemed to be that the best features of our advertising campaign be retained if it were possible to do so. At a meeting of the large Market Development Committee, the members were outspoken that an effort should be made to carry on our publicity on a revised basis. At that time no method seemed feasible. As the campaign came to an official close on December 1, we began to see a way out. On every hand we had heard "Don't let the Yard and Garden contests and the free publicity efforts drop"—"We must carry on this work some way"—"We should be able to continue on some revised basis."

On November 14 your advertising committee, with a number of the executive committee, met in Chicago and worked out a plan whereby it was felt we could hold together our publicity efforts. Above all we wanted to carry on the Yard and Garden contests. We wanted to continue the hundreds of thousands of dollars worth of free publicity which we were securing. Part of our plans involved the setting up of a new organization to be known as "The American Green Cross" under which name our publicity work could be continued. It was decided that this new Green Cross organization should be administered by the Market Development Committee through the advertising committee but that the American Association of Nurserymen would assume no liabilities other than those specified at last year's convention. It was agreed that each subscriber to the National Publicity Campaign be given a six months' membership in the Green Cross without charge and then be invited to become a sustaining member, and that as soon as our national organization could be gotten under way it was the opinion of the committee that it would be self-supporting.

To launch the American Green Cross was no easy matter. When all our plans were settled, we learned there was a British Green Cross. Finally after much correspondence we arrived at a working agreement and have been recognized by the British Unit as the official Green Cross of America. The objects of both organizations were practically identical.

Then we learned of a Green Cross organization in California. Mr. Ramsey traveled to California at his own expense and succeeded in securing the cooperation of the group there under an arrangement whereby we were able to take over the best parts of their setup.

No doubt all of you have seen some of the literature distributed by our American Green Cross. In the face of difficulties you will be interested to know that 65% as many Yard and Garden contests have been operated in communities in the United States this year than were operated last year at the height of our Advertising Campaign. This means a total of over 650 Yard and Garden contests in different towns and cities in the United States this past year.

Through the new organization also re-

leases of news articles and photographs covering last year's Yard and Garden contests' winners were printed in national magazines this past spring having a total circulation of 6,919,310 or approximately seven million. News articles and photographs appeared in such magazines as the Ladies Home Journal, Better Homes and Gardens, Good Housekeeping, Sunset, American Home, Horticulture, American Nurseryman, Florists Review, Florists Exchange, National Nurseryman, and others. These releases were also sent to the daily newspapers but as we economized and did not subscribe to a clipping service, we have no way of telling how many papers used the material.

At a meeting of the large Market Development and Publicity Committee held Thursday afternoon, a more detailed and complete report was made. This committee went on record as approving the action of the Advertising Committee, and that the Advertising Committee be instructed to carry on the work to the limit of their ability for the ensuing year. One thing the Market and Development Committee considered of extreme importance and that was that the American Green Cross be given more publicity during next year among the Nurserymen, suggesting that arrangements be made at all meetings of the sectional Nursery associations to include on their programs a complete report of the activities of the American Green Cross so that Nurserymen throughout the entire country who may be members of state and sectional organizations but not members of the national organization may be informed as to the program of the Green Cross and be invited to cooperate in stimulating the formation of Green Cross chapters in their communities.

It is hoped that with the development of the American Green Cross on a more secure financial basis, that a much broader program may be undertaken. We plan to carry on with our Yard and Garden contests, to carry on with our efforts for newspapers and magazine publicity and eventually to undertake a national program to make America a More Beautiful and Fruitful Country through co-operation with national and state departments.

The American Green Cross has undertaken "A Crusade For Outdoor Beauty." Under a four-fold program:

- 1—A program to encourage and assist the home owners of America to beautify their grounds with trees and flowers, thus adding to the joy and happiness of family life.
- 2—A program to preserve and enhance our heritage of natural beauty along our roadsides.
- 3—A program to make our towns and cities more attractive and life in them more enjoyable by stamping out unnecessary ugliness wherever found.
- 4—A program to crystallize public opinion to the value of trees and the relation of forests to the every-day life of the nation.

Paul V. Fortmiller, Chairman
Advertising Committee, A. A. N.

Convention Sidelights

Speaking of roadside improvement (and using that broader term "improvement"), the editor of the *American Nurseryman* could not but exclaim, en route by auto to the Chicago convention via Detroit, over the progress which has been made in roadside improvement lines in Wayne County, Michigan. This particular county in Michigan, under the direction of J. M. Bennett, author of "Roadside Development," has stood out as one of the leaders in cleaning up and improving its roadsides. The result is immediately noticeable to the traveler who has been traversing roads some of which are practically almost fenced with billboards, advertising signs, hot dog stands, etc.

Interstate Nurseries, Hamburg, Iowa, have a marvelous display at the Century of Progress—the Official Rose Garden of the Fair, in the rear of the Horticultural Building, with the other outdoor gardens. The Garden contains 6,175 rose bushes of 104 different varieties.

Almost the first thing a visitor to the World's Fair notices, if he enters at the main entrance at the north end, is the beautifully landscaped grounds surrounding the Sears, Roebuck & Co. building. A placard on the lawn states that the Nursery stock used came from the D. Hill Nursery Co., Dundee, Ill.

The mid-day luncheon on Wednesday, which took the place of the usual banquet, was attended by practically all of the convention attendants, ladies as well as men. Entertainment was provided by the Baby Remblers. This included the playing of Lohengrin's Wedding March for the blushing bride and groom. And as if that was not enough, President Stark got up and went over to Paul Fortmiller and shook hands with him.

John C. Chase, Derry, N. H., just back from the annual convention of the Pacific Coast Association, Centralia, Wash., registered on the second day of the convention. Mr. Chase hasn't missed an A. A. N. meeting in 37 years. He is celebrating his 84th birthday this year, and is just as hale and hearty as he was 30 years ago. Our congratulations, Mr. Chase.

Reforestation, State and Government Nurseries and the Clarke-McNary Act is one of the liveliest subjects being discussed today wherever two or more Nurserymen are gathered together. Watch this subject in your state. Keep posted on the activities carried on along these lines. Demand that you as a Nurseryman be fairly considered when such activities are being planned or put under way.

L. M. (Deacon) Jones, Jones' Norfolk Nurseries, Norfolk, Va., was the recognized story-teller in the hotel lobby. And anyone who missed Deacon Jones' stories, missed something. Mr. Jones entered the Nursery business in 1893, left a few years later to enter railroad work, but went back to being a Nurseryman again in 1918. And he's been happy ever since.

Freight and Express Rates

(Continued from page 31)

We have notified the Nurserymen by form letters and through the trade papers of the restoration of this second class rating and have asked them as far as possible to use it liberally instead of the trucks as we believe the second class rating will compare favorably or better in most instances than the truck rates and, by so doing, no doubt we can make the second class rating permanent. Anyway, if the increased business does not come up to the express company's expectations under this second class rating, and business does not get back to normal we feel fairly confident we can get them to continue the rate at least for two or three years longer in order to give it a fair test and if we can keep it in that long we feel reasonably sure it will be a permanent proposition.

A BUSINESS OF HEALTH, WEALTH AND BEAUTY

WE are surely fortunate to have for our work a business that has three great blessings,—health, wealth, and beauty; health because of the closeness to nature; wealth—usually in accordance to the amount of intelligent effort put forth, and the element of chance must always be reckoned with; beauty which is always abundant in our business. So if at any time we may dread the long hours and hard work, let us not lose sight of what the business holds for us when we have learned to love and appreciate it.

WHAT BUSINESS HAS SUCH POSSIBILITIES?

THE longer we are in the business, I am sure we feel more and more what a privilege it is to have for our work the growing of things that so many people grow for pleasure only. When we look upon either the business side or the pleasure side of our work, is it not quite natural to ask ourselves,—What business has such possibilities? What business keeps one so alert? What business is there where the dividing line between pleasure and profit is so indistinct? What business that keeps one so close to nature and where the chance for advancement is so great?—D. M. Mitchell, Owatonna, Minn.

The Value of Keeping Cost Records

In Four Chapters—Covering Production and Production Costs—Overhead—Accurate Bookkeeping Records of all Transactions

By John Surtees, Ridgefield, Conn.

Chapter 4

WHILE the keeping of an adequate set of books is of great importance in a business, care should be taken against placing accountancy and bookkeeping as of more importance than management. A firm that is dominated by accountancy very rarely makes a success. It is only necessary to refer to the number of firms who go into the hands of receivers. What percentage of them are ever turned back to the owners in a profit-making condition? The percentage is very small indeed. The trouble seems to be that they make so many reports, necessitating extra clerks, to show how the business is progressing **after the work has been done**, instead of getting down to brass tacks and know what to spend on any operation **before it is started**. Successful management lies in this ability to know what costs are, before undertaking the operation, especially when it concerns a landscaping project. Thousands of dollars are lost each year in this field simply because care has not been taken in the first place to go into cost details before the price has been fixed. The simpler the set of books is, the easier to keep them. It allows the clerks ample time to keep adequate control of the operations and thus save the firm many valuable dollars. Money is not made by keeping books. They are merely incidental to a business. The profit in any concern is made primarily in the proper management and control of production. A firm may have a tremendous sales volume, but all the sales in the world will not **yield a profit**, unless production costs and overhead are properly controlled and adequately covered by the selling price.

The writer has given a great deal of thought to the problems of the Nurseryman. The items mentioned merely scratch the surface but sufficient has been said to show the absolute necessity of sound and practical ideas in conducting a business. From the records obtained from past operations it is possible to compile, as the writer has done, a series of plats which cover every item of cost. No matter what size or variety of plant is called, for an estimate can be provided in a very few minutes that will cover every possible operation. These plats state a definite price on every operation against every size and variety of plant; sizes and weights of balls; how many trees or

plants can be loaded on a truck or in a car. They cover a range of sizes from a one foot shrub to a 20 inch caliper deciduous tree. They cover every possible operation on a landscape job, including planting, making lawns, sodding, building walls, walks, roads, etc. Even the cost of running a truck from one mile to 500 miles is included, so that no matter what job comes along, whether it is for \$5.00 or \$50,000.00, the plats will tell the cost, and the consequence is that no job is undertaken unless it shows a profit **before it is started**.

If the Nurseryman would take the time and trouble or hire someone capable of doing it for him, he can gain all this information from his own records. The cost of compiling this information is very small indeed compared with the enormous advantages to be obtained. They will eliminate all guess work and ensure an adequate return on every job.

Further it is possible, by means of these plats, to budget the cost of production for a whole year in advance. Just think what an enormous advantage it is to be able to do this. The owner can state definitely, ahead of time, what work he intends to do in the various portions of his Nursery, and so regulate his expenditures from month to month, so that his capital is carefully conserved. This in itself is a source of profit, as poor management can eat up the capital so quickly that it takes years to recover.

The object of writing this article is to interest Nurserymen in what the writer believes to be the most important part of any business. His opinion is that the more Nurserymen there are who adopt a system of cost control, the more sound the industry will become, and fewer failures result. If the various associations throughout the country would take up this question with their members, there would soon be an end to the ridiculous cut-throat business that exists today. Not only would individual firms benefit, but the industry in general would be greatly strengthened and made more dignified.

The author of this article will be glad to enter into correspondence with any responsible firms who are interested in this question, and willingly offers to assist where he can. Letters should be addressed to John Surtees, 159 Main St., Ridgefield, Conn.

The Black Rose Joke

By J. H. Nicolas

Recently, newspapers published a foreign press news that a BLACK ROSE had been originated in Germany. I have been flooded with inquiries as a result.

There is no such a thing nor will it ever be a black rose or any other flower. Black does not exist in Nature, as it is the total absence of sun light, the opposite of white which is the reflexion or full and equal mixture of all the colors of the spectrum; all flower colors are reflected from the sun.

There are very dark flowers, notably pan-

sies and tulips, but they are not black, even with the wildest imagination.

As to roses, there are many dark maroon roses, and another one is no novelty. The darkest rose known is an old Hybrid Perpetual "Empereur du Maroc" now out of cultivation in America because once blooming H. P.s are out of favor, but which in European rose descriptions remains the standard of maximum darkness.

Chateau de Clos Vougeot is about the darkest rose among Hybrid Teas that does not blue, most others assume horrible shades of dull purple and undescribable ugliness. A recent sport of Chateau is still darker but is not yet in commerce. Among other "near black" Hybrid Teas are Sensation, Ami Quinard (semi-single which burns, chars and dries crisp black) Night, Vaterland, etc. A new registration of the American Rose Society is QUEEN OF SPADES, a Hybrid Tea which under glass comes probably as near to black as any, but it is not black!

I have traced that black rose hoax to an American rose retail distributor who was in Germany this summer and probably expects to cash in on that sensational but fallacious noise!

Bench-Grafting Machine

(Continued from page 27)

this machine depends on the operator and the uniformity of the stock and scion material. Working with the graded material, an operator should be able to maintain a speed of 30 to 40 saw cuts per minute. An additional worker can fit together the scions and stocks after the saw cuts are made. Thus two workers should make from 7 to 10 thousand grafts per 8-hour day, where tying is unnecessary.

In addition to grafting grapes, this machine can be used for similar grafts on other plant material. Rose grafts made on piece roots and grown under hothouse conditions produced blooms three months after the grafts were made.

The cost of the made-up machine will vary with the price of materials. At the present time the motor and saws will approximate \$40 to \$45. The additional material and mechanical workmanship will cost about \$15 to \$20.

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EVERGREENS

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1 to 50 gallons \$1.50 per gallon
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MONROE
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TAXUS CUSPIDATA CAPITATA

THE ONLY HARDY UPRIGHT YEW
Should supersede Arborvitae for hedge purposes

AZALEAS (EVERGREEN & DECIDUOUS)

MAGNOLIAS Large Flowering

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and other scarce items.

Send us your list of requirements with full particulars as to quantities, varieties and sizes.

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Protect your orchard and shrubbery with

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a positive repellent for tree borers, rabbits, mice and rodents.

Easily applied, Economical and Safe.
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Write for Special Quotations.

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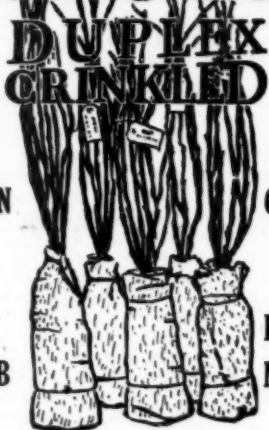
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**COSTS
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We will send full size working samples that will prove in your own shipping room that SAXOLIN is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

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It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try SAXOLIN now and be ready for your next shipping season.

CHASE BAG Co.

Specialty Dept. - Cleveland, Ohio

Elm Chlorosis

In 1931 Rankin reported "a new disease of elm" which suggested a virus disease in many respects. The trees were noticeably lighter green in color as seen from a distance and the leaves were mottled with patches of light and dark green. As the season advanced the light green areas became more yellowish. These symptoms occurred on *Ulmus pumila*, the Asiatic elm. On *Ulmus glabra* symptoms of chlorosis were very marked and the leaves were ragged and distorted.

A similar, if not identical, trouble has been discovered on the American elm, *U. americana*, in New Jersey and apparently in other widely separated states.

It was first noticed in New Jersey on a large elm in 1929. The elm is about 40 inches in diameter and approximately 80 feet high. In 1929 a single branch in the top of the tree stood out from the remainder on account of its small, yellow and sparse foliage. At the present time only a single branch remains with green foliage and this is showing the first indications of mottling. An adjacent matched tree, whose branches intermingle with the former, is now showing chlorosis and another younger tree 100 feet away is also showing symptoms.

From a distance infected trees can be easily recognized by their sparse, small foliage and by their yellow cast. Upon closer examination of the tree the sparse foliage is found to be caused by a premature dropping of the young leaves. As the new growth extends, the leaves usually drop before reaching half normal size. Two or three of the youngest leaves at the tip of the new growth are all that remain on severely infected branches. On less severely infected portions of the tree the leaves ap-

pear normal in size and normal in color with the exception of the chlorotic areas that occur on them. The younger foliage may be finely stripped with small light green areas. The older leaves may have one to several light green to yellow circular areas irregularly scattered over the lamina or may be severely distorted with large irregular yellow areas separated from each other by normal green portions. These symptoms are very striking, and resemble very closely those of a mosaic or virus disease.

That the condition has appeared on nearly elms during the past four years is certain, since the neighboring elms were at that time showing no evidence of trouble. The means of spread of the disease is not known but aphids and leaf hoppers, which infest elms are suspected carriers. It is also a fact that this particular tree, at least 80 feet high, has progressively shown more advanced stages of injury and at the present time, four years after the first small branch exhibited this condition, the tree has been destroyed for ornamental purposes. Judging from the amount of dead and dying branches that have either been removed or are now present, the entire tree will be dead in a few more years.

The potential importance of this disease can not be over emphasized since anything which threatens the elms in the northeastern part of the United States should be considered seriously.

Preliminary investigations are under way at present upon the nature of this chlorosis of elm. Until further is known about it, infected trees should certainly be removed and burned, since the evidence so far indicates that infected trees will not recover, and that the disease will spread to neighboring elms.

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Our production keeps abreast of popular demand.

Our products emphasize Quality.
Our prices speak for themselves.

The Storrs & Harrison Company
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COMING EVENTS

Aug. 14, annual meeting, Virginia Nurserymen's Association, Alexandria.

Aug. 16-17, annual meeting, South Carolina Florists & Nurserymen's Association, Poinset Hotel, Greenville, S. C.

Aug. 18, summer meeting, Ohio Nurserymen's Association, Lake Ridge Island Resort, Russell's Point, Indian Lake, Ohio.

Aug. 30-31, annual meeting, Southern Nurserymen's Association, Casa Marina Hotel, Jacksonville Beach, Fla.

Aug. 1933, annual meeting, Arkansas Nurserymen's Association, Fayetteville.

Sept. 1, annual meeting, Association of Kansas Nurserymen, Lawrence.

Sept. 6-7, annual meeting, Southwestern Association of Nurserymen, Marlin, Tex.

Sept. 7-8, annual meeting National Shade Tree Conference, Botanical Gardens, Bronx Park, New York City.

Sept. 18-20, annual meeting, California Association of Nurserymen, Oakland.

Dec. 1933, annual meeting, Tennessee Nurserymen's Association, Nashville.

The exhibit by Ernst Nurseries at Muncie, Ind.'s first Flower Show, drew special mention and attracted throngs of visitors. The display was a formal rockery and border garden, depicting an outdoor living room overlooking an irregular pool. The secluded nook for the table was created by a circular growth of shrubs, a door in the shrubs leading to the rockery below, where a tiny rill trickled into the pool.

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LABELS FOR NURSERYMEN
THE BENJAMIN CHASE COMPANY
DERRY, N. H.

Cooperation the Keynote Says President Stark

Government Control in Business Offers Important Immediate Problem—Quarantines, American Green Cross Movement, General Legislation Also Matters of Moment

AT this time I want to outline for you some of the activities of the association during the past year. As you all know, this year has been an unusual one and a great many critical situations have arisen.

From a legislative standpoint there have been the Reilly and Hastings License Bills, as well as a number of state bills along the same line, which, if they had passed, would have been very destructive to the Nursery industry. Through the good work of the legislative committee, publicity in the trade papers, and the cooperation of the Nurserymen throughout the country who got in touch with their Congressmen and Senators, our association was able to take a leading part in preventing the passage of these bills. Many other industries besides the Nurserymen would also have been seriously damaged if these bills had become laws. There were many other detrimental bills proposed in Congress and the various states but, fortunately, most of them failed of passage.

Through Mr. Macdonald, our association attorney, and a committee of the Northern Retail Nurserymen's Association, trade leaders were able to get the Nurserymen classified as agriculturists and thus included under the Regional Agricultural Credit Corporation. The first loan to a Nurseryman under this ruling was made in March.

During the Bank Holiday last March your association was able to secure a very favorable ruling authorizing banks to use their discretion in handling payments for Nursery stock—in other words, Nursery stock was given the same consideration as fertilizers and agricultural seeds. These were the only exceptions permitted by the United States Treasury. The Treasury Department at first declined to extend the Regulation to include Nursery stock, but as a result of the efforts of our association and its individual members who wired the Secretary of Agriculture, Senators, and Congressmen, this important ruling was made. This will also be a valuable precedent in the future should other similar difficulties in shipment of Nursery stock be encountered. Nursery stock was thus recognized as a perishable product, requiring special consideration.

Thus various national problems affecting large numbers of individual groups of Nurserymen have been successfully met by your association and much headway has been made towards correcting or preventing serious and damaging conditions affecting the Nurserymen as a whole.

At this time we wish to thank our members for their excellent cooperation in bringing the support of their Senators and Congressmen to our committees when many vital situations were in the balance. Without this influence and help coming from all sections of the country the story would have been very different. Any one who has worked with our committees at Washington will very quickly realize that it is the influence and voices from "back home" that have the most effect and secure the active support of Senators and Congressmen.

Quarantine Situation

In regard to Quarantines, we are glad to report that your committee has made good headway. We believe that the great majority of the Federal and State authorities desire now more than ever before to cooperate and help the Nursery industry as much as possible and to eliminate as far as possible any unnecessary regulations and quarantines. Certain quarantine problems affecting large groups of Nurserymen in various parts of the country have been alleviated, and in one important case a quarantine (the Phony Peach) has been entirely lifted. Cooperation by your national association with the different sectional Plant Boards consisting of the various State Inspectors, has resulted in broader policies toward the prevention of many troublesome state quarantines and other regulations that were interfering with the free interstate movement of Nursery stock. The associa-

tion, through its quarantine and legislative committee, has used every effort to correct those unfavorable rulings with which the entire Nursery industry was confronted, and they have fortunately been able to succeed in many important instances. Hon. Lee A. Strong, Chief of the Bureau of Plant Quarantine, has shown great consideration for the Nursery industry and it has been a pleasure to cooperate with him.

American Green Cross

As you know, the National Advertising Campaign came to an official close on December 1, 1932, seventy-five per cent of the last pledge being returned to all subscrib-



PAUL C. STARK, Louisiana, Mo.
Outgoing President of the A. A. N.

ers. The American Green Cross was organized shortly thereafter as a self-sustaining unit. Through the American Green Cross, valuable publicity work is being done and the activities of the Yard and Garden Contest—newspaper releases, radio publicity, etc.—were carried forward this spring. A short time ago a message in the shape of an effective brochure was sent to President Roosevelt, as well as the Senators and Representatives, suggesting that a nationwide Beautification Campaign be made a part of the Public Works Program which the Government is now putting into effect. This would work very nicely with the Roadside Planting and Civic Beautification plans. The American Green Cross is one of great potential value to the Nursery industry and with the proper encouragement and support, it will become a great and continuing influence in its Crusade for Beauty, just as the American Red Cross has been in the field of Health.

Cooperation The Key Note

This year's experience has again demonstrated the great value and absolute need of combined effort by the Nursery industry working together and supporting the national association. The Nurserymen are not very large in numbers compared to other industries but they have proven that with united efforts they can be very influential in securing protection and benefits for their industry. The present highly competitive condition between the various industries which are battling for their share of the family budget clearly shows that this is a vital time for the Nursery industry to consolidate its strength and to cooperate in every possible way. The future of the Nursery industry as an influential factor in American business life is now largely dependent on the continued spirit of cooperation and mutual assistance between the individual groups of Nurserymen in the different states acting together for the benefit

of the industry as a whole. The officials of your national association, the legislative and other committees are doing their utmost to protect the Nursery industry and strengthen its lines of defense, but it is necessary for the individual Nurseryman to realize his responsibility and duty to his fellow Nurserymen. As individuals we can accomplish very little, but united we can secure most all the results to which we are entitled.

Action Under "New Deal"

All members are very busy with problems of their own individual businesses but there are so many basic changes going on at Washington at this time that we must all cooperate and help to see that the Nursery business is properly recognized in any new government plans. With these far-reaching developments at Washington these days we felt it was necessary that the Nursery industry have a special committee to work with our Attorney Macdonald, to see that the interests of the Nursery industry are not overlooked in the "New Deal." It has been suggested that such a committee was essential, not only this year when the ground work is being laid, but also in future years as new activities at Washington are developed.

Freight Express Rates

In his report Mr. Sizemore will give you more complete information, but I cannot refrain from mentioning the fact that he has been able, after years of continual effort, to secure the 25% reduction in express rates by restoration of the second-class rating. He has been trying to secure this for at least twelve years. Secretary Sizemore and Mr. La Tourette, railroad representative, have also accomplished results that practically nullify radical increases in the new freight classification that went into effect last fall, by securing commodity rates and extensions to that classification. These express and freight rate reductions will save almost any Nurseryman in one year more than we would have to pay out in dues in fifteen or twenty years, or more. Those are just two of Secretary Sizemore's many accomplishments this year.

Present Problems

During this year there have been many vital matters affecting the Nurserymen, at Washington. If it had not been for the fact that we had our tried and true attorney, Mr. Macdonald, on the job in Washington, we undoubtedly would have been far less successful in preventing damaging legislation and in protecting our interests in many other ways.

It is especially fortunate for us at this time to have some one in whom we have complete confidence to guide us, because this matter of government control in business is so complicated and presents so many uncertain possibilities. Mr. Macdonald has advised us strongly to "make haste slowly" in this matter and to be sure of our ground before taking any important steps.

State and Government Nurseries—Mr. Hilborn's report on this subject will probably shock you. This movement has spread to surprising proportions and the increasing tendency is serious. Mr. Humphreys has reported an alarming situation along these lines in Pennsylvania. Watch this matter carefully and try to keep it within the bounds that were intended by the law—the tendency is to go much further than the framers of the law ever intended. The fountain head is in Washington and to accomplish results, the Nursery association will have to do some careful personal work at Washington.

Quarantine Matters—Both as to Federal and state, it will also be advisable to keep in constant touch with the situation, because this is a matter of such vital importance and the Nurserymen have much at stake. These matters develop rapidly and there may be considerable change. Watch this situation constantly.

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affords the logical medium through which to dispose of your stock to the trade, or to fill your own "shorts".

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Ask for advertising rates and closing dates

important to encourage each state to strengthen its own state Nursery association in order to handle state problems. State and sectional organizations are doubly important now that we are considering this matter of government control.

Overproduction—We have heard warning on this subject for many years, but now we Nurserymen know what it means, and it has hit where it hurts—in the pocketbook. Most of our present troubles can be traced to overproduction—producing a lot of stock without knowing clearly that there was a definite outlet for it to be consumed—simply hoping that some one would come along and buy it. Everybody makes mistakes and we Nurserymen have made plenty in this matter of overproduction, but the wise man does not make the same mistake twice. The Nurserymen have had their lesson and it has been a costly one, too. Let's see if we can profit from this expensive experience and grow only what we know we can sell, and not depend too much on hopes of increased consumption, because it will probably be several years before there is much increase in consumption, and in the meantime the Nurserymen have a considerable surplus to clean up.

In closing, I wish to urgently ask all of the members to consider carefully the Special Committee's recommendations for a "new deal" in the Nursery business. We cannot expect 100% results, but we can make a good start. If we will do our level best to cooperate, with the backing of the government, we can accomplish much and correct many undesirable conditions in the Nursery business.

Necrology Report

It is with regret and much sorrow that we pause to pay tribute to the memory of our fellow-Nurserymen who have been taken from our midst since our last meeting—prominent men who were leaders in their chosen life work—work that enabled them to do much toward beautifying the country in which we live. Of those association members who have passed on during the last

year, three had served terms as president of this association: Charles A. Ilgenfritz in 1902; Charles J. Brown in 1908; and Paul C. Lindley in 1922.

The list of deaths is here recorded:

S. W. Snyder, Snyder Bros., Center Point, Iowa, July 6, 1932.

John J. Norton, J. J. Norton & Son, Dansville, New York, Oct. 1932.

W. B. Cole, Cole Nursery Co., Painesville, Ohio, Oct. 18, 1932.

A. Fred Boyd, Boyd Nurseries, McMinnville, Tenn., Nov. 22, 1932.

Mr. Griesemer, Hopedale Nursery, Hopedale, Ill., Dec. 2, 1932.

Guy M. Pilkington, Portland, Ore., Dec. 28, 1932.

Albert Brownell, Pres. Portland Wholesale Nursery, Portland, Ore., Jan. 4, 1933.

Joseph C. Taylor, Taylor Nursery Co., Topeka, Kan., Feb. 10, 1933.

Charles J. Brown, Brown Bros., Rochester, N. Y., March 10, 1933.

W. G. Sutherland, Sutherland's Nursery, Boulder, Colo., March, 1933.

Edwin C. Thompson, J. Horace McFarland Co., Harrisburg, Pa., May 14, 1933.

Charles A. Ilgenfritz, Pres. Mutual Nursery Co., Monroe, Mich., May 25, 1933.

Herman Dunker, Iroquois Nursery Co., Onarga, Ill., May 31, 1933.

Frank Custer, Custer Bros., Normal, Ill., June 3, 1933.

Paul C. Lindley, Pres. Lindley Nurseries, Pomona, N. C., June 10, 1933.

Atwood Harvey, Williams & Harvey Nurseries, Tulsa, Okla., June 20, 1933.

Deaths in Families of Members

Mrs. Chloe A. Bragg, wife of J. P. Bragg, Pres. Cumberland Valley Nursery Co., McMinnville, Tenn., Dec. 23, 1932.

Mrs. H. W. Kruckeberg, wife of Secretary Kruckeberg, Cal. Association of Nurserymen, Los Angeles, Cal., Jan. 20, 1933.

Plant Patents—If you are interested in procuring a list of the 59 plant patents issued up to date, send 3c stamp to cover postage, with your request, to **American Nurseryman**, P. O. Box 124, Rochester, N. Y.

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Otto Bergmann, Inc., Paramus, N. J., to operate a Nursery, 1000 shares, no par.

Eight Inch Clematis Exhibited

More than 4000 persons visited the Long Island Flower Show at Pratt Estate, Glen Cove, sponsored by the second district Federated Garden Clubs of New York State and the Long Island Nurserymen's Association. There were 1500 exhibits. Much attention was attracted by the exhibit by Van Cleef Nurseries of a Prince Hendrik clematis, brought from Holland. The light purple flower measured eight inches in diameter. It is in America under government bond.

Nurseryman To Raise Palms

M. C. York, well known citrus grower of the San Bernardino valley and owner of the York Nurseries, Highland, Cal., has added to his propagating lists a new genus.

Solely because he admired a variety of palm tree which he has seen in different places about the valley, he is propagating thousands of the Washington robusta palms. They grow, with little water, very high, some attaining a height of 75 feet.

Mr. York planted the seed a little over two years ago in a seed bed and now has around 10,000 palms growing in the field, with more young ones "coming along" in this seed bed.

While he has made little plan for disposing of the young palms, he has in mind the planting of a scenic palm-lined drive from his beautiful place up by the foothills to the nearby highway.

The Chicago Conventoin

(Continued from page 30)

ventions of the Pennsylvania and other Nursery trade associations. Maryland is now up on its toes over misdemeanors occurring in this line in that state; Illinois Nurserymen are beginning to be afraid of the lengths to which application of the Clarke-McNary Law may be carried in their state.

E. C. Hilborn's report on Government and State Nurseries presented a shocking array of misdemeanors conducted under Section 4 and 5 of the Clarke-McNary Act. This report appears in adjoining column. We direct special attention to and study of the table showing distribution of forest planting stock by cooperating states, operating under Section 4 of the Clarke-McNary Law.

Mr. Humphreys says that in Pennsylvania they found that Colorado Blue Spruce, Koster's Blue Spruce, Retinospora, Arborvitae, etc., were being distributed by the State Nurseries and, as he points out, that variety of stock is not being sent out for reforestation purposes.

As was pointed out by various Nurserymen present, the reforestation problem, as carried on today in many states, is a menace to the Nursery industry. It was strongly recommended on the floor of the convention that every legislative means available be used to have the objectionable portions of the Clarke-McNary Act repealed at the next session of Congress.

If the Government wants any reforestation material let her buy it from the Nurseryman who can produce it much more cheaply than can the state Nurseries. This argument has been advanced on all sides and in all sections of the country in complaints regarding government competition in growing Nursery stock.

Election of Officers

The report of the nominating committee was approved by the convention and the following officers elected.

President—Lester C. Lovett, Little Silver, N. J.

Vice-president—Miles Bryant, Princeton, Ill.

Secretary-Treasurer—Charles Sizemore, Louisiana, Mo.

New members of the Executive Committee—Paul Stark, Louisiana, Mo.; John Fraser, Huntsville, Ala.; Louis E. Hillenmeyer, Lexington, Ky.

The association voted to hold its 1934 meeting in New York City.

Donates Prizes for Contest—A. D. Cartwright, president of the Tennessee Nurserymen's Association, Collierville, Tenn., has donated prizes aggregating \$30, in Nursery stock, for second awards in the three classes of the local Yard and Garden Contest.

Yalaka Nursery, Jacksonville, Fla., has been incorporated under the name Hugh Lalor, Inc.

We learn that over one-half of the plantings planted by the Century of Progress have been furnished by the Swain Nelson & Sons Co., Glenview, Ill.

If it relates to the Nursery Trade send it in.

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Government and State Nurseries Committee Report

The darkest cloud gathering in the Nurserymen's sky today is that of government competition. It is a growing threat that is giving our men deep concern. The Clarke-McNary Act pretending to be a reforestation measure was passed by a people anxious to protect and maintain its forests. But the joker placed in the bill by an ambitious forestry department under the mild title "for other purposes" is proving to be all that their makers can hope. In other words public Nurseries, under a tie-up between State and Federal forces, are extending themselves and working their way into private fields rapidly. We are appending to this report a summary showing their activities during the year 1931. A few totals are significant. In 1930 there was distributed a total of 48,000,000 forest trees. In 1932 there was distributed a total of 102,000,000, more than twice as many as the previous year.

Of this 102,000,000 about half went into state lands, the other half went into private lands. If you think the Clarke-McNary Act is a reforestation Act only, you should look over the list of plants. The list reads like a Nurseryman's catalog. Such names as White Spruce, Colorado Blue Spruce, Arborvitae, Tulip tree, Black Locust, Mulberry, Chinese Elm, Honey Locust, Lombardy Poplar, Willow, Caragana, Black Walnut are conspicuous. In fact there is a long list.

One of the dangerous parts of the act is the hook-up it makes with the friends of County Agents. County Agents were established in this country largely through the efforts of business men for the purpose of improving agriculture. But the Clarke-McNary Act takes advantage of this set-up and makes every County Agent a salesman for public Nurseries. It doesn't take much reasoning to see the position in which the County Agent is placed. Working with farmers he naturally likes to be a good fellow. If he can supply them with free trees why should they buy them from Nurserymen? The harm that can be done by County Agents through this relation is far greater than the volume of trees distributed by the various stations.

A motion was made the past year to take vigorous action in an effort to amend the Clarke-McNary law. A committee believed that something could be accomplished but so far we must admit defeat.

You all know the story of the last two sessions of Congress. It seemed impossible to get a hearing at the short session. With the coming of the new deal and talks of reforestation we were still at a disadvantage.

Your committee believes that something

could have been accomplished had we been properly prepared when the short session was called last fall. But at that time the A. A. N. was handicapped for funds. Without funds we were unable to have the proper work done at Washington and everyone advised it was impossible to put our bills through at the short session.

Gentlemen, this menace is a real one. There is nothing so important as the amendment of sections 4 and 5 of the Clarke-McNary Act. These are the sections that make free trees possible for the ordinary public.

America is in sympathy with Mr. Roosevelt's desire to reforest waste lands. But there is no excuse for government Nurseries being extended to do this. Commercial Nurseries throughout the country will be glad to contract and grow any stocks they wish at cheaper rates than the state can possibly grow them. The A. A. N. will gladly use its offices to place contracts for the Administration to grow all the forest trees they want at a cost less than that at which they can possibly be grown by government agencies.

This will insure the government of the trees they want by the quickest possible route. It will also move the menace of large stocks grown by government Nurseries.

We call your attention to a very special menace that now threatens Nurserymen. The present policy of reforestation may call for a lot of trees. This will prompt the planting of large quantities of seeds. By the time these young trees are ready, the depression will likely be over. Funds for replanting will be past and the volume of stocks on hand will be a threat to every legitimate business.

Gentlemen, we urge that this coming season the proper set-up be made for a real drive on the correcting of the Clarke-McNary law. This is a matter that concerns every Nurseryman in the United States. If this cannot be done, government interests will soon be too powerful to curb and their activities will extend into every possible field of Nursery endeavor. We can all of us better afford assessment than to fail at this time.

We urge that the new officers of the A. A. N. consider that the curbing of the State Nurseries, the correcting of the Clarke-McNary Act and the freeing of County Agents from forestry work become their foremost and largest program in the year ahead.

E. C. Hilborn, Chairman,
Valley City, N. D.

(See Summary on Opposite Page)

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SUMMARY

Distribution of Forest Planting Stock by Cooperating States
Under Clarke-McNary Law, Section 4

January 1—December 31, 1931

State	Farm Lands Sec. 4 Projects	State Lands	Private other than Farm Lands	Total No. of Trees Distributed
Alabama	27,000			27,000
California	16,467			16,467
Colorado	125,950			125,950
Connecticut	409,600	648,503	1,017,600	2,075,703
Delaware	109,800	9,800	500	120,100
Florida	451,400	1,000	70,100	522,500
Georgia	479,975		71,000	550,975
Hawaii	290,350	272,000	15,700	578,050
Idaho	75,800			75,800
Iowa	65,150	96,630		161,780
Indiana	884,900	734,600	422,600	2,042,100
Kansas	79,600			79,600
Kentucky	45,559	41,000	2,473	89,032
Louisiana	200,800	261,000	307,800	769,600
Maine	86,000		891,500	977,500
Maryland	369,000	22,800	98,000	489,800
Massachusetts	517,350	2,154,725	617,250	3,289,325
Michigan	1,236,520	21,425,740	1,206,988	23,871,248
Mississippi	79,000			79,000
Montana	350,300		32,500	391,800
Nebraska	960,500	9,000	11,900	981,400
New Hampshire	466,710	276,000	466,710	1,209,420
New Jersey	470,000	534,425	260,500	1,264,925
New York	4,800,000	21,556,700	14,854,800	41,211,500
North Carolina	223,300	66,000	57,800	347,700
North Dakota	216,000	3,000	36,200	255,200
Ohio	1,743,506	1,034,127	794,422	3,572,055
Oklahoma	86,600			86,600
Oregon	198,500			198,500
Pennsylvania	6,028,835	605,300	2,012,259	8,646,394
Porto Rico	1,253,800	22,900	116,700	1,393,400
South Carolina	395,650		230,000	625,650
Tennessee	861,100	8,000	7,800	876,900
Utah	12,800		3,200	16,000
Vermont	464,500	148,000	787,025	1,399,525
Virginia	277,106	3,400	14,222	294,728
Washington	52,300			52,300
West Virginia	65,000	8,500	37,810	111,310
Wisconsin	928,300	2,550,250	384,750	3,863,300
Wyoming	94,024	13,609	9,000	116,633
Totals	25,510,052	52,507,609	24,839,109	102,856,770

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